

Orion Research, LLC

August 7, 2017

President’s Team Members Jorge and Disney de la Concepcion Use Expensive Apartment to Promote Business Opportunity, in Violation of FTC Ban on Use of Opulent Lifestyle Images

In an Instagram post from June 2017, President’s Team members Jorge and Disney de la Concepcion (who post under the name “fitcouple”) included a picture from the window of their beachfront apartment in Miami with the following statement:

“I did it and I want many others to achieve it.”

“A place like this wasn’t even on my dreams but then when I found the opportunity and believed in myself nothing and NOBODY was going to stop me from getting everything I deserved.”



In a Consent Order imposed on Herbalife’s business in July 2016, the Federal Trade Commission permanently restrained the company and its agents from representing that participation in the Herbalife business opportunity was likely to result in a lavish lifestyle. In particular, the FTC banned images in the promotion of the business that included “opulent mansions, private helicopters, private jets, yachts, exotic automobiles, or any substantially similar representations.”